ORDER

KLAS

36901 Alt Order #: 08837640

Product Desc: OCEQUERA/CON/DEM

Estimate: 1559

Flight Dates: 08/21/12 - 08/27/12

Original Date / Rev:

Order Type:

Order / Rev:

Primary AE:

08/17/12 / 08/17/12

GENERAL

Mike Jones

Sales Office: K-WAS

Sales Region:

National

Agency

Orders

GMMB Name:

Buying Contact:

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

00:15:00

15%

Advertiser

Name:

Oceguera, John CD3

Demographic: Product Codes:

Revenue Codes:

A35+

PO1

Priority:

LV1

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	7	\$10,000.00	\$8,500.00
08/27/12	08/27/12	0	\$0.00	\$0.00

Totals									
Month	# Spots	Gross Amount	Net Amount	Rating					
August 2012	7	\$10,000.00	\$8,500.00	0.00					
Totals	7	\$10,000.00	\$8,500.00	0.00					

Account Executives

Account Executive	ve Sales Office Sal		Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Share Total Order Share KLAS 30% \$10,000.00 100% \$33,333.33 Market

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$8,333.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,666.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
1	8	08/21/12	08/27/12	8 News Now 6a M-F	CM	6-7a	MTWTF	:30	0 1	\$1,100.00LV1	0.00 NM	1	\$1,100.00
				8 News Now 6a M-F									
	8 NEW	S NOW AT	7AM										
	Sta	rt Date	End Date	Weekdays Sr	ots/Week	Rate	Rating						
W	eek: 08/	21/12	08/27/12	-TWTF	1	\$1,100.00	0.00						
N 2	8	08/21/12	08/27/12	CBS This Morning 7-	9a CM	7-9a	MTWTF	:30	0 1	\$900.00LV1	0.00 NM	1	\$900.00
				CBS This Morning									

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Order / Rev: 36901 Advertiser: Oceguera, John CD3 Alt Order #: 08837640 Product Desc: OCEQUERA/CON/DEM KLAS Flight Dates: 08/21/12 - 08/27/12 Estimate: 1559

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type CBS THIS MORNING	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/21/12 08/27/12 -⊤WTF 1 \$900.00 0.00		
N 3 8 08/26/12 08/26/12 CBS News Sunday MorrûM CBS Sunday MorniS :30 1 \$1,200.00 LV1 0.00 NM CBS News Sunday Morning	3	\$6,150.00
CBS NEWS SUNDAY MORNING		
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 08/20/12 08/26/12S 1 \$1,200.00 0.00		
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type		
1 8 08/20/12-08/26/12 CBS News Sunday Morning CBS Sunday MornSu :30 (\$1,200.00) 0.00 NM		
See MG 3.2,3.3,3.4,3.5 [DA]		
2 8 08/24/12-08/24/12 SD Charger Football Fri 8-11pF :30 \$5,000.00 0.00 NM		
(5:00 PM 0:00		
4 8 08/25/12-08/25/12 Politics Now S Sebelius Various (5:30 PM-6:00 PSa :30 \$575.00 0.00 NM MG for 8.1,5.2,7.1,5.1,6.1,6.2,3.1		
5 8 08/25/12-08/25/12 Politics Now S Sebelius Various (5:30 PM-6:00 PSa :30 \$575.00 0.00 NM		
⊕ MG for 8.1,5.2,7.1,5.1,6.1,6.2,3.1		
4 8 08/21/12 08/27/12 8 News Now Noon M-F CM 12-1230p MTWTF :30 1 \$650.00 LV1 0.00 NM	1	\$650.00
8 News Now Noon M-F 8 NEWS NOW AT NOON		
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 08/21/12	0	\$0.00
8 News Now 4p M-F (4:30 PM-5:00 PM)	J	Q 0.00
8 NEWS NOW AT 4PM & 430PM		
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/21/12 08/27/12 MTWTF 2 \$900.00 0.00		
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type		
1 8 08/21/12-08/27/12 8 News Now 4p M-F 4-5p MTwThF :30 (\$900.00) 0.00 NM See MG 3.2,3.3,3.4,3.5		
[DA]		
2 8 08/21/12-08/27/12 8 News Now 4p M-F 4-5p MTWThF :30 (\$900.00) 0.00 NM		
See MG 3.2,3.3,3.4,3.5 [DA]		
6 8 08/21/12 08/27/12 8 News Now 5-630p M-FCM 5-630p MTWTF :30 2 \$1,250.00LV1 0.00 NM	0	\$0.00
8 News Now 5-630p M-F 8 NEWS NOW ROTATION		
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 08/21/12 08/27/12 MTWTF 2 \$1,250.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type		
<u>Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type</u> 1 8 08/21/12-08/27/12 8 News Now 5-630p M-F 5-630p MTWThF :30 (\$1,250.00) 0.00 NM		
See MG 3.2,3.3,3.4,3.5		
[DA] 2 8 08/21/12-08/27/12 8 News Now 5-630p M-F 5-630p MTWThF :30 (\$1,250.00) 0.00 <i>NM</i>		
See MG 3.2,3.3,3.4,3.5		
[DA]		60.00
7 8 08/21/12 08/27/12 8 News Now 11p M-F CM 11-1135p MTWTF :30 1 \$1,700.00 LV1 0.00 NM 8 News Now 11p M-F	0	\$0.00
8 NEWS NOW AT 11PM		
Start Date End Date <u>Weekdavs</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/21/12 08/27/12 MTwTF 1 \$1,700.00 0.00		
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type		
1 8 08/21/12-08/27/12 8 News Now 11p M-F 11-1135p MTWThF :30(\$1,700.00) 0.00 NM		
See MG 3.2,3.3,3.4,3.5 [DA]		
8 8 08/25/12 08/26/12 8 News Now 11p Sa/SuCM 11-1135PSS :30 1 \$750.00LV1 0.00 NM	0	\$0.00
8 News Now Sa/Su 11p 8 NEWS NOW AT 11PM-WKND		
Start Date End Date Weekdays Spots/Week Rate Rating		
Week: 08/20/12		

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Ln (Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
8	8	08/25/12	08/26/12	8 News Now 11p 8 News Now Sa/s		11-1135P		s :30	1	\$750.00LV1	0.00 NM	0	\$0.00
8	NEV	NS NOW AT	11PM-WK	ND									
	<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
We	ek: 0	8/20/12	08/26/12	SS	1	\$750.00	0.00						
Spot	<u>C</u>	<u>Ch Date Ran</u>	ge <u>D</u>	escription	<u>Start</u>	/End Time		<u>Weekdays</u>	<u>Len</u>	gth Rate	Rtg Type		
1		8 08/20/12-	08/26/128	News Now 11p S	a/Su 11-1	135P		Sa	su :	30 (\$750.00)	0.00 <i>NM</i>		
	s	ee MG 3.2,3	3.3.3.4.3.5	•									
		DA]											
N 9	8	08/26/12	08/26/12	CBS News Sunda	•	CBS Sunday	Morni	s :30	1	\$1,200.00LV1	0.00 NM	1	\$1,200.00
	S	tart Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
We	ek: 0	8/20/12	08/26/12	S	1	\$1,200.00	0.00						
											Totals	7	\$10,000.00